



Child Safety Toolkit



What Is The Power of Parents Program?

Duracell® and the National Center for Missing & Exploited Children® (NCMEC) have partnered to develop the Power of Parents program – a nationwide child safety preparedness program designed to help families prepare, protect and empower their children.

As you'll learn in these materials, the Power of Parents program was created to help dispel common myths about child safety and to educate parents and guardians on important steps they can take to help protect their families.

To learn more about NCMEC or find out how you can further support its efforts, please visit www.missingkids.com.

Common Child Safety Myths

MYTH #1: “Never talk to strangers” is an effective message to help keep kids safer.

TRUTH: Unlike adults, children do not have the same understanding of who a stranger is – it is a difficult concept for them to comprehend. Children who have been taught to “never talk to strangers” may not recognize how to seek help if they need assistance.



TIPS:

Rather than teaching your child to fear people he/she does not know, help him/her to recognize and avoid dangerous situations. For example, teach your child to be on the lookout for anyone he/she doesn't know approaching them, asking them questions or making them feel scared, uncomfortable or confused.

Speak openly about safety issues. Your child will be less likely to come to you if the issue is shrouded in secrecy. If he/she feels that you are comfortable discussing the subject matter, your child may be more forthcoming with you.

MYTH #2: Most parents/guardians have a recent ID photo of their child readily available in an emergency situation.

TRUTH: Surprisingly, many parents/guardians who find themselves searching for a child have no photo readily available or have one that is several years old. Having an updated photo of your child is essential. The rapid growth of a child can result in dramatic changes in appearance that could hinder law enforcement officials during a search if they are not working with a current photo.



TIPS:

NCMEC and law enforcement officials urge parents/guardians to update ID photos every six months. Mark the calendar twice a year for photo updating and enroll at www.duracell.com/parents for a free six-month e-mail reminder service.

Take the most effective type of ID photo to assist law enforcement. See our photo guide within this booklet for more information.



Less than half of parents/guardians who have an emergency photo update it every six months.*

*CARAVAN® survey of parents/guardians, conducted by Opinion Research Corporation, on behalf of Duracell and the National Center for Missing & Exploited Children, February 2006.

Common Child Safety Myths

MYTH #3: Once your child is older, he/she doesn't require as much supervision.

TRUTH:



Children 11-17 years of age are at equal, and sometimes greater, risk for victimization compared to younger children. They may appear to be very self-confident and are often afforded more freedom, but they may engage in risky behavior because they don't understand the consequences.

TIPS:

Always keep the lines of communication open with your child, set guidelines, know who his/her friends are and supervise all activities. Make sure your child understands and continues to practice important safety rules. Speak frankly, but with reassurance, if an incident occurs in your community.

More children and teens are online than ever before, exposing them to potential risks and dangers. Monitoring their Internet usage is essential. Many of today's Internet offenders come into your house through the computer. Visit www.NetSmartz.org for more information on Internet safety.

MYTH #4: Dangers to children are far greater from someone you/they don't know than from someone you/they do know.

TRUTH:



Surprisingly, a recent survey* found that about half of parents/guardians believe that children are more likely to be hurt or taken by someone they don't know. This is not true. In the majority of child victimization cases, the perpetrator is someone a parent/guardian or child knows. It is also common that the person may be in a position of trust or responsibility to the family.

TIPS:

It is extremely important to teach your child to understand and identify situations that may be harmful to him/her. Teach him/her that it is more important to get out of a threatening situation than it is to be polite. Your child also needs to know that it is okay to tell you what happened and him or her won't be a "tattletale."

Be involved in your child's everyday activities. By being an active participant and screening adults supervising your child – not just babysitters, but coaches, scout leaders, tutors, etc. – you have a better opportunity to observe how the adults in charge interact with him/her.



About half of parents/guardians believe that their neighborhood is safe, so they are not concerned about their child going missing.*

*CARAVAN® survey of parents/guardians, conducted by Opinion Research Corporation, on behalf of Duracell and the National Center for Missing & Exploited Children, February 2006.

Common Child Safety Myths

MYTH #5: I've talked to my child about safety, and I'm sure he/she will know what to do when confronted with a dangerous situation.

TRUTH:



Talking to your child is a great step towards protection from potentially dangerous situations, but you should also practice safety as you would any other skill so your child will learn to incorporate important safety practices in his/her daily life.

TIPS:

Create “what if” scenarios with your child to make sure he/she understands safety messages and how to use them in a real-life situation.

Use “teachable” moments, such as when you are at a park or in the mall, to reinforce safety skills. This is more effective than letting the conversation end at the dinner table.



Most parents/guardians (93 percent) discuss child safety prevention tips with their families.*

*CARAVAN® survey of parents/guardians, conducted by Opinion Research Corporation, on behalf of Duracell and the National Center for Missing & Exploited Children, February 2006.

Child Photo Identification Kit Tips

We encourage every family to have a current photo and basic physical characteristics for each child readily available. The simplest way to collect this information is by using a child identification kit. You do not need to spend money creating a high-tech ID kit.

NCMEC indicates that time is the enemy when it comes to recovering a missing child. A critical element in the first few hours of an investigation is for law enforcement to have a quality, current photo of the missing child.

Children grow and change rapidly. To keep your child's photo and basic physical information current, NCMEC recommends that your child's identification kit be updated every six months. Be sure to sign up for a free e-mail reminder on our site (www.duracell.com/parents). To help you compile the best possible photo for every child in your family, Duracell and NCMEC suggest the following guidelines:

A Recent, Good-Quality Photo

- > The photograph should be a recent, head-and-shoulders color photo of your child in which his/her face is clearly seen.
- > The photograph should not be: taken outside, out of focus, torn or very small.
- > The photo should be an accurate depiction of your child and not overly posed or "glamorized." Other people or animals should not be in the photo.
- > The photograph should be accompanied by an accurate, narrative description to help identify your child such as name, nickname, height, weight, sex, age, eye color, identifying marks, glasses, braces, etc.
- > The photograph should be updated at least every six months.



ID Photo Kit Storage

- > All copies of your child's photos and information should be maintained in an easy-to-find, secure space accessible only by you.
- > Photos and data should not be stored in a public database.



Digital ID Photos

- > Digital ID photos should be saved with the highest possible resolution (between 200 and 600 dpi).
- > Store the photo on common media formats such as a floppy disk or CD-ROM so it's compatible with common computer operating systems. This allows your child's image and information to be quickly transmitted electronically by law enforcement.
- > Digital ID photos are preferred because they offer quick transmission; however, the photo should not reside solely on your hard drive. Back-up versions should be stored on a CD-ROM as well as printed in hard copy (using a format like the one provided on the next page), and stored in an easily accessible location.

Photo Identification Kit

Insert ID Photo Here

Date Created: _____

Reminder:

Update this photo and identification information in **six months. Please mark your calendar now and sign up for an e-mail reminder at www.duracell.com/parents.**

First Name Middle Name Last Name

Nickname

Date of Birth Sex

Height Weight

Hair Color Eye Color Race

Other characteristics (glasses, braces, piercing, etc.)

Mother's/Guardian's Name Phone Number

Father's/Guardian's Name Phone Number

Emergency Contact's Name Phone Number